

VISUAL USER INTERFACE DESIGN OF “HEAY.ID” APPLICATION EASE OF TELEMEDICINE SERVICES AND HEALTHY FOOD

Rasha Rafi Nandana ^{a,*}, Betha Almanfaluthi ^b

^a Kalbis Institute of Technology and Business, Indonesia, rashanandana@gmail.com

^b Kalbis Institute of Technology and Business, Indonesia,
betha.almanfaluthi@kalbis.ac.id

Abstract

Mobile applications are one of the solutions for people to get healthy food easily, quickly, and practically. The importance of consuming healthy food because the body must have sufficient and balanced nutrition from what food is consumed and it is an option for managing a healthy lifestyle that must be carried out by every community, especially among adolescents to adults so that the body gets enough energy to move. However, nowadays people consume fast food more often because access is easier online compared to access to healthy food. In addition, there is a lack of electronic media such as mobile applications in Indonesia to provide services for nutritional needs, resulting in a lack of information about healthy food. Therefore it is necessary to have media that can facilitate adolescents in an effective and informative way to meet their nutritional needs. The result of this design is a visual user interface for the mobile application “HEAY.ID” for the convenience of telemedicine and healthy food.

Keywords: healthy food, mobile applications, nutritional needs, user interface

I. INTRODUCTION

Applying a healthy lifestyle is something that every human being from various circles wants because when the body condition is in a healthy condition, to do a light or heavy activity the person is able to do it. The point of view or effort of each human being towards the application of a healthy lifestyle varies because of the variety of body conditions owned by each human being so the efforts applied depend on each person.

However, every human being certainly wants their body condition to be able to carry out every activity undertaken with a healthy and optimal body condition. There are several ways that can be done to obtain a healthy lifestyle that can be regulated including maintaining a diet, getting

enough rest, regulating sleep hours, exercising regularly, drinking enough water, and others [1]. Various efforts are made by every human being to apply a healthy lifestyle in their lives by carrying out health plans or health programs in accordance with the ability and condition of each human body to be regular and remain healthy when on the move. These efforts are also carried out by people in Indonesia who are already aware of a healthy lifestyle by doing various ways. Applying a healthy life certainly requires time and a long process and is not even easy to shape the body according to the wishes of every human being. However, people in Indonesia on average want to apply a healthy lifestyle in an instant, fast, or easy way because of increasingly sophisticated technology in the modern era [2].

1.1 Healthy Lifestyle

According to The Good Country Index 2022 version 1.5 explains that Indonesia is in position 86 as a Health and Wellbeing country or health and welfare country [3] [4]. In addition, the Ministry of Health in 2019 explained that only 20% of the total Indonesian population applies to a healthy lifestyle [5].

In 2021, more precisely during the pandemic, according to a survey by Herbalife Nutrition, a global nutrition company, explained that 75% of people in Indonesia began to eat healthier foods. However, another survey explains that 64% of people in Indonesia make access to unhealthy food easier than healthy food. In addition, people in Indonesia use technology tools as a key to a healthy lifestyle, such as virtual fitness classes, fitness trackers, nutrition apps, and fitness and exercise apps, but it is not explained that these technological tools help people to get healthy or nutritious food easily.

Nutritional Needs

It can be said, Indonesia is one of the countries that has not been called a healthy country even though the desire of those who really want to do a healthy lifestyle, start eating healthy foods and exercising regularly, but not all Indonesians do it and the level of awareness of the Indonesian people about a healthy lifestyle is not optimal. Other factors, can be caused by economic limitations, lack of promotion or health information, social factors, and other matters.

One lifestyle that makes human life better and healthier and must be done, especially for the people of Indonesia, is eating healthy food. Healthy food is food that contains a variety of nutrients needed by the body. However, most people from various walks of life in Indonesia still lack the awareness to implement the consumption of healthy or nutritious foods [6].

Lack of nutritional intake experienced by adolescents is caused by several things, including iron deficiency, being unconscious of height, having a thin body or underweight, and obesity or overweight. The problems that occur are also caused by the ignorance of a teenager to sort out the right food to eat, fast food or eating excess fast food, snacks on the side of the road, parental unawareness of their children, and others. In addition, the lack of information about the

importance of eating healthy foods is caused by economic limitations, their ignorance, and the absence of awareness or care about eating healthy foods [7].

Healthy Food Access

In this modern era, people in Indonesia can get all information, one of which is about healthy food through mobile media, such as mobile phones, tablets, or other mobile media. However, Indonesian people use their gadgets more to order fast food, but not to find information about healthy food because they do not know that there is a media that provides all information through online related to healthy food patterns. Even though in today's modern era, there is no need to come to a hospital or clinic to get information about healthy food if you have a busy time or are constrained by other things, such as through applications, websites, attending health seminars, conducting training, participating in health programs, and others.

1.2 Online Nutritional Needs Features

In Indonesia, so far there has been no access to an electronic media that provides telemedicine and healthy food services easily, quickly, and practically, quickly, and practically. Telemedicine is a technology-based health service that allows users to consult with doctors without meeting face to face or remotely. According to a survey by the Central Statistics Agency (BPS) explained that, as many as 58.2% of respondents did not know about telemedicine and those who knew lower, namely 41.8%. With these problems, they still have to find various information about telemedicine and obtain healthy food in different media or places. As a result, difficulties arise felt by some people, especially among adolescents in Indonesia who want to eat healthy foods or who have started eating healthy foods [8].

Based on the description of the problem above, it is necessary to design a visual user interface application "Heay.ID" the ease of telemedicine and healthy food, especially for adolescents to adults because in the phase of adolescence to adulthood more need nutritional needs by using electronic media to be easy, fast, and practical. This application aims to provide easy access to provide telemedicine services and healthy food easily, quickly, and practically. Mobile applications can

also be used with mobile phones that can develop easily and quickly and be used anywhere and anytime based on existing technological developments [9].

II. RESEARCH METHOD

Of the several types of qualitative research that exist, this study uses descriptive qualitative research methods because it gets a phenomenon or event that wants to emphasize quality or depth by collecting in-depth data containing data sets in the form of words, images, and not numbers. Collecting data from various processes, ways, or sources can make it easier for the author to find things experienced in the surrounding environment because it is focused on various elements, such as humans, objects, institutions, and others as well as the interaction between these elements in understanding a phenomenon or an event.

Data Collection

The data collection techniques used are descriptive qualitative research methods to support this research to obtain various kinds of information using the FGD or Focus Group Discussion method, using literature studies to collect data through various sources, such as books, journals, and other literature sources, and conducting internet searches to collect data through websites, articles, and other internet sources.

Using the FGD method to obtain information about the experiences experienced by respondents in using applications that have been used online and opinions about the application design that will be made later. By providing various questions related to the point of view or experience that has been experienced by the resource person regarding the application that has been used. The results of data collection with FGD will later be presented in table form as a comparison of information obtained from various sources and can be in the form of narrative text.

Using literature studies to search journals, articles, books or e-books, and other literature sources related to healthy food, user interface, and others. The results of data collection with literature studies will later be presented in the form of narrative text and if needed can be in the form of tables, diagrams, or others.

Using internet search by searching for data through websites, articles, and other internet

sources that are in accordance with topics about healthy food, ranging from its content, tips and tricks, general information, and others to complete information on designing mobile healthy food applications later.

Data Analysis

Using the Miles & Huberman method (1992) to analyze data after conducting the data collection process. Presented in the form of figure 1 of the data analysis process and detailed explanations of the stages using the analysis method of Miles & Huberman (1992).

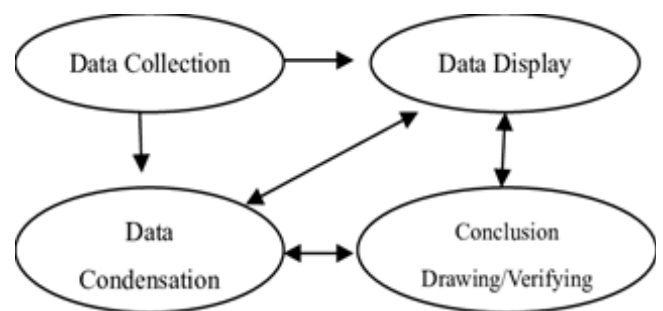


Figure 1 Method of Miles & Huberman (1992)

The stages analysis method of Miles & Huberman (1992) consists of three stages, namely data reduction, data presentation, and verification / conclusion drawing [10]. The following is a detailed explanation of the stages in the analysis method of Miles & Huberman (1992). (1) In the first stage, carry out data reduction or data selection after carrying out data collection techniques, namely FGD with respondents. (2) In the second stage, presenting data using tables to make it easier to find out the information provided. In addition, the existence of narrative text is equipped with images to help clarify the information in the narrative text. (3) In the third stage, draw conclusions after conducting data collection techniques, namely FGD with respondents. Collecting explanations from respondents as strong evidence in order to draw valid conclusions in this process is still temporary and will continue to make changes if new data is obtained.

In addition, using the design thinking method to question a problem, question assumptions, and question the relationship according to the topic. There are five stages that must be done,

including empathize, define, ideate, prototype, and test. The design thinking method is also assisted by using the 5w + 1h method to find more in-depth information about the target audience.

III. RESULT AND DISCUSSION

3.1 Miles & Huberman (1992)

From the process of data collection to data analysis in the process of reducing and presenting data that has been carried out, at this stage conclusions are drawn from the data obtained. (1) Where the need for media in electronic form is an application that focuses on nutritional needs services, ranging from telemedicine and healthy food. (2) There is a combination of features in the design of applications that are tailored to user needs, additions by designers, and certainly related to healthy food. (3) User interface components must be adjusted so that applications can be accessed easily and effectively. (4) Additional promotional media can lure users to want to try applications that have been made.

3.2 Application Design Results

Based on the design of the mobile healthy food application that will be carried out, branding the application that is designed later, starting from the application name, logo, typography, color palette, and others. The name of this mobile application design is "Heay.ID" or Healthy Yours ID. With tone & manner in this design is fun, interactive, and friendly. Using formal language styles in applications and using copywriting

about information related to healthy food, ranging from articles from the internet, health applications, healthy food recipes, and others.

Using dark blue, red, yellow, and green as the primary colors described in figure 2, using the derived colors of dark blue, red, yellow, and green as the secondary colors described in figure 3, and using the neutral colors black, gray, and white.

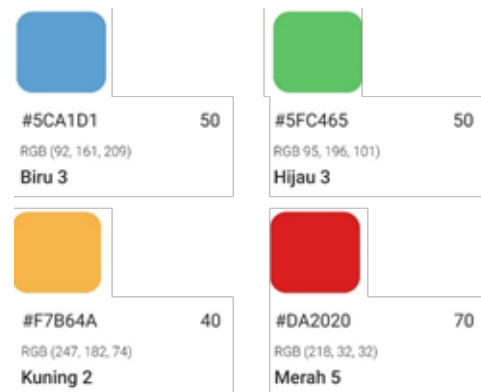


Figure 3 Heay.ID Application Secondary Colors

Using sans serif typeface type with Poppins typeface type for writing in headings and using Roboto typeface for writing body text. Designing logos for Heay.ID applications with abstract mark logos that use abstract shapes or symbols in conveying the philosophy of a brand are described in figure 5.

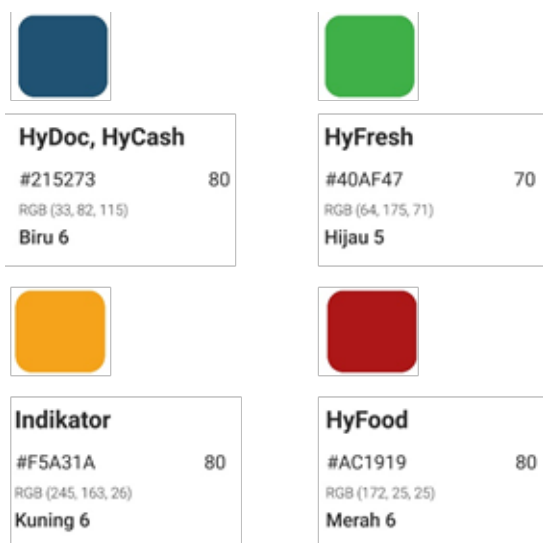


Figure 2 Heay.ID Application Primary Color



Figure 4 Heay.ID Application Logo

There is a design of the icon used as well as the wireframe design and final design in the Heay.ID application described in figure 6 based on the main page and can be accessed through a browser using various mobile devices via link bit.ly/HEAY_ID.



Figure 5 Home Page on The Heay.ID Application

IV. CONCLUSION

Based on the previous problem, there is a lack of access to healthy food for people in Indonesia, so it is necessary to design an application design that provides online nutritional services [11]. From the results of this design, the following conclusions are described.

- 1) Make it easier for people in Indonesia to get access to telemedicine services and healthy food more quickly, easily, and practically.
- 2) Is a place to make it easier for people in Indonesia who want to learn and try to apply healthy food patterns through mobile applications.

REFERENCES

- [1] N. Rina, "Peningkatan Pola Hidup Sehat Melalui Food Combining Di Ranah Komunikasi Kesehatan," January 2017. [Online]. Available: <https://ejournal.lppmunsera.org/index.php/LONTAR/article/download/540/584/>.
- [2] R. Sarinastiti, "ANALISIS PENGETAHUAN PERILAKU HIDUP SEHAT DAN PEMANFAATAN PUSKESMAS," June 2018. [Online]. Available: <https://jurnal.unismuhpalu.ac.id/index.php/PJKM/article/view/231>.
- [3] S. Gatra, "Indonesia Negara yang "Kurang Baik"," 8 July 2022. [Online]. Available: <https://nasional.kompas.com/read/2022/07/08/08354291/indonesia-negara-yang-kurang-baik>.
- [4] S. Anholt, "The Good Country Index," [Online]. Available: <https://index.goodcountry.org>.
- [5] D. Arlinta, "Hanya 20 Persen Penduduk Indonesia yang Mengerti Gaya Hidup Sehat," 20 September 2019. [Online]. Available: <https://www.kompas.id/baca/utama/2019/09/20/kesehatan-germas-jangan-hanya-jargon>.
- [6] S. Agustina, "ANALISIS FAKTOR GAYA HIDUP SEHAT DAN SOCIAL MEDIA MARKETING TERHADAP NIAT BELI PADA FOLLOWERS INSTAGRAM HERBALIFE INDONESIA," 15 October 2019. [Online]. Available: <https://jurnalmahasiswa.unesa.ac.id/index.php/jim/article/view/30780/28020>.
- [7] J. A. Putri, "17% Remaja di Indonesia Kekurangan Asupan Gizi, Kenali Masalahnya," 6 February 2023. [Online]. Available: <https://www.popmama.com/big-kid/10-12-years-old/jocelynangelina/remaja-di-indonesia-kekurangan-asupan-gizi-kenali-masalahnya?page=all>.
- [8] D. H. Jayani, "Mayoritas Masyarakat Tidak Tahu Layanan Telemedicine," 17 March 2022. [Online]. Available: <https://databoks.katadata.co.id/datapublish/2022/03/17/mayoritas-masyarakat-tidak-tahu-layanan-telemedicine>.
- [9] K. G. Zakaria, B. Almanfaluthi, "Perancangan Visual User Interface Aplikasi Marketplace Jasa Desain "DEZIGNID"," BHAGIR-

UPA, *Jurnal Desain Komunikasi Visual*, vol. 2, no. 2, pp. 1-10, 2022.

- [10] A. Rijali, "Analisis Data Kualitatif," *AL-HADHARAH JURNAL ILMU DAKWAH*, vol. 17, no. 33, pp. 1-15, 2018.
- [11] P. H. Indonesia, "Sebanyak 63% Konsumen di Indonesia Menganggap Kesehatan Mereka Kurang Ideal," 21 October 2021. [Online]. Available: <https://pressrelease.kontan.co.id/release/sebanyak-63-konsumen-di-indonesia-menganggap-kesehatan-mereka-kurang-ideal?page=all>.